

Professional Solicitor Campaign Detail

Professional Solicitor

Name: HERITAGE COMPANY, INC.

Address: 2402 WILDWOOD AVENUE, SUITE 500
SHERWOOD AR
72120-

Phone: (501) 835-5000

Fax: (501) 835-3823

FEIN #: 71-0404080

Charitable Organization

Name: MOTHERS AGAINST DRUNK DRIVING
(M.A.D.D.)

Address: 511 E. JOHN CARPENTER FREEWAY, SUITE 700
IRVING TX
75062-

Phone: (214) 744-6233

Fax: (469) 420-4509

FEIN #: 94-2707273

Campaign ID: 3-779-18

Type of Solicitation: TELEMARKETING

File Date: 10/2/2007

Percentage of Funds - Charitable Organization: 46.00%

Percentage of Funds - Professional Solicitor: 54.00%

Revenues		Expenses	
Telemarketing	\$3,583,337	Salaries	\$675,708.00
Direct Mail	\$0.00	Other Expenses	\$1,241,889.00
Door-to-Door	\$0.00	Total Expenses	\$1,917,597.00
Thrift Stores	\$0.00		
Internet	\$0.00	Charitable Org. Paid or Received:	\$1,665,740.00
Other Revenue	\$0.00		
Total Revenue	\$3,583,337.00	Deficit/Excess:	\$0.00

Posted On: Tuesday, October 09, 2007